

REMARKS

Applicant would like to thank the Examiner for the interview with Applicant and Applicant's representative, Karl Renner, conducted February 10, 2004.

Claims 1-4, 6-18, 21-24, 26-38, 41-44, 46-58, and 61-96 are pending in the application, with claims 1, 21, 41, 67, 67, and 87 being independent. Claims 1-4, 6-15, 18, 21-24, 26-35, 38, 41-44, 46-55, and 58 are amended by this response. Claims 5, 19, 20, 25, 39, 40, 45, 59, and 60 are cancelled by this response. In addition, claims 61-96 are added by this response. Reconsideration and allowance of Applicant's claims are respectfully requested in light of the following remarks.

As discussed during the interview, the cited art does not describe or suggest at least "capturing an image of [] physical merchandise as physically arranged at [a] merchant's physical premises according to [a] consumer." Accordingly, Applicant submits that claims 1, 21, and 41, and the claims that depend therefrom, are allowable over the cited art.


In addition, as discussed during the interview, the cited art does not describe or suggest the features of dependent claims 14-16. New independent claims 67, 77, and 87 recite similar features. Applicant submits, therefore, that claims 67, 77, and 87, and the claims that depend therefrom, are allowable over the cited art.

Enclosed is a \$427.00 check for excess claim fees (\$372.00) and a One-Month Extension of Time (\$55.00). Please apply any other charges or credits to deposit account 06-1050.

Respectfully submitted,

Date: _____

2/23/2004



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